

Magazine: SKIING
Issue: 1/00/85

Total Pages: 172

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 291 pg:43	10			OPP: "SPECIAL: THE THURSDAY BOARD MEETING."
		SALEM L+100L # 236 pg:54		
		CAMEL L # 520 pg:65		
MERIT+M # 674 pg:75	7			STPD. CD.
		NEWPORT # 439 pg:109		
		VANTAGE+100 # 441 pg:115		
		STERLING # 123 pg:17		
		WINSTON # 466 pg:130		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$166,761

2040690563

Magazine: SKIING

Issue: 2/00/85

Total Pages: 148

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L # 201 pg:12		
		SALEM+L # 450 pg:31		
MARLBORO 25+25L # 108 pg:62-63	30		SP	
		CAMEL L # 493 pg:101		
MERIT # 283 pg:30	45			OFF: "WE GO" & "ROUNDUP".

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$126,063

2040690564

Magazine: SKIING
Issue: 3/00/85

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

		WINSTON		
		# 463 pg12C		
MARLBORO 25+25L # 105 pg11	6			OPP: "SKIING SCENE".
		CAMEL L	SF	
		# 496 pg118-19		
		SALEM+100		
		# 449 pg125		
MERIT # 682 pg13C	79			OPP: "FOR YOUR INFORMATION".

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$130,032

2040690565

Magazine: SKIING
Issue: 7/00/85

Total Pages: 314

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

MARLBORO 25+25L # 109 pg:74-75	71		SP	
-----------------------------------	----	--	----	--

SALEM+100 # 464 pg:147				
---------------------------	--	--	--	--

MERIT UL+MUL # 168 pg:159	11			OFF: "BINDINGS 06".
------------------------------	----	--	--	---------------------

WINSTON L # 206 pg:293				
---------------------------	--	--	--	--

CAMEL L # 548 pg:130				
-------------------------	--	--	--	--

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$137,413

2040690566

Magazine: SKIING

Issue: 10/00/85

Total Pages: 270

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MDL # 167 pg:99	6			OFF: "1986 GUIDE TO GREAT VACATIONS".
		WINSTON # 472 pg:106		
		SALEM L+100L # 256 pg:113		
		CAMEL L # 548 pg:1212		
MARLBORO+100 #1028 pg:130	56			OFF: "FOR YOUR INFORMATION".

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$115,231

2040690567

Magazine: SKIING
Issue: 11/00/85

Total Pages: 332

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT ULTIMUL # 178 pg:96	151			OPP: "BILLY KIDD'S KIDS' PAGE."
		SALEM L+100L # 264 pg:112		
MARLBORO L+100L # 392 pg:148	531			OPP: "PLAYING THE SPECTRUMS OF SKIING."
		CAMEL # 323 pg:233		
		WINSTON L # 207 pg:30		
TOTAL CIGARETTE ADS = 5		TOTAL ADVERTISING =		\$115,231

2040690568

Magazine: SKIING
Issue: 12/00/85

Total Pages: 290

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L # 207 pg:194		
MARLBORO+100 #1057 pg:135	15			OPP: "HIGH-TECH SKI GLOVES".
		CAMEL L # 577 pg:151		
		SALEM L+100L # 263 pg:204		
MERIT UL+MUL # 180 pg:13C	04			OPP: "FOR YOUR INFORMATION".

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$115,231

2040690569